



**Investor Presentation**  
**Q1FY23**  
**September 2022**

## Safe Harbor

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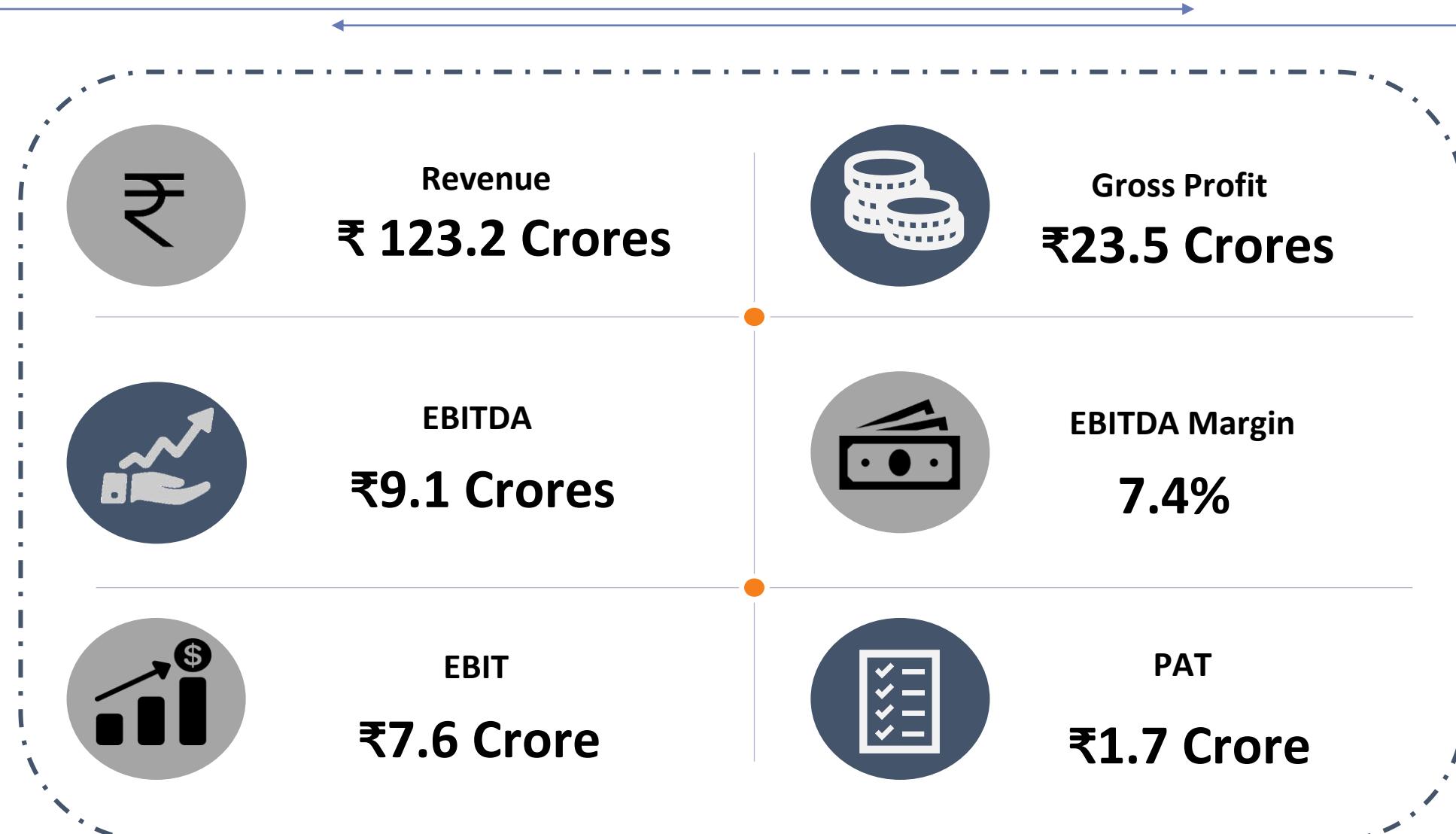


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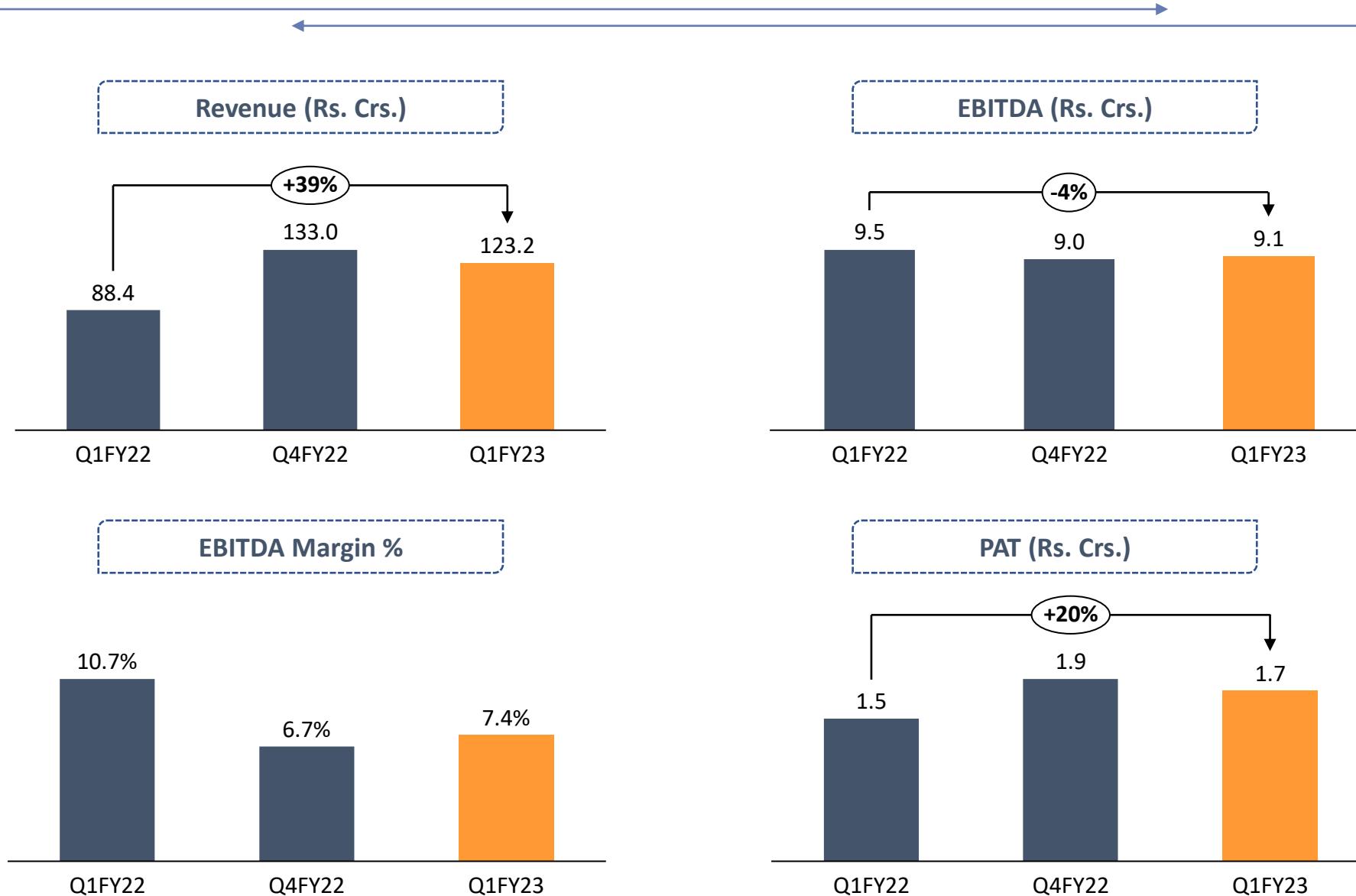
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## Q1FY23 Performance Snapshot



# Q1FY23 Financial Performance

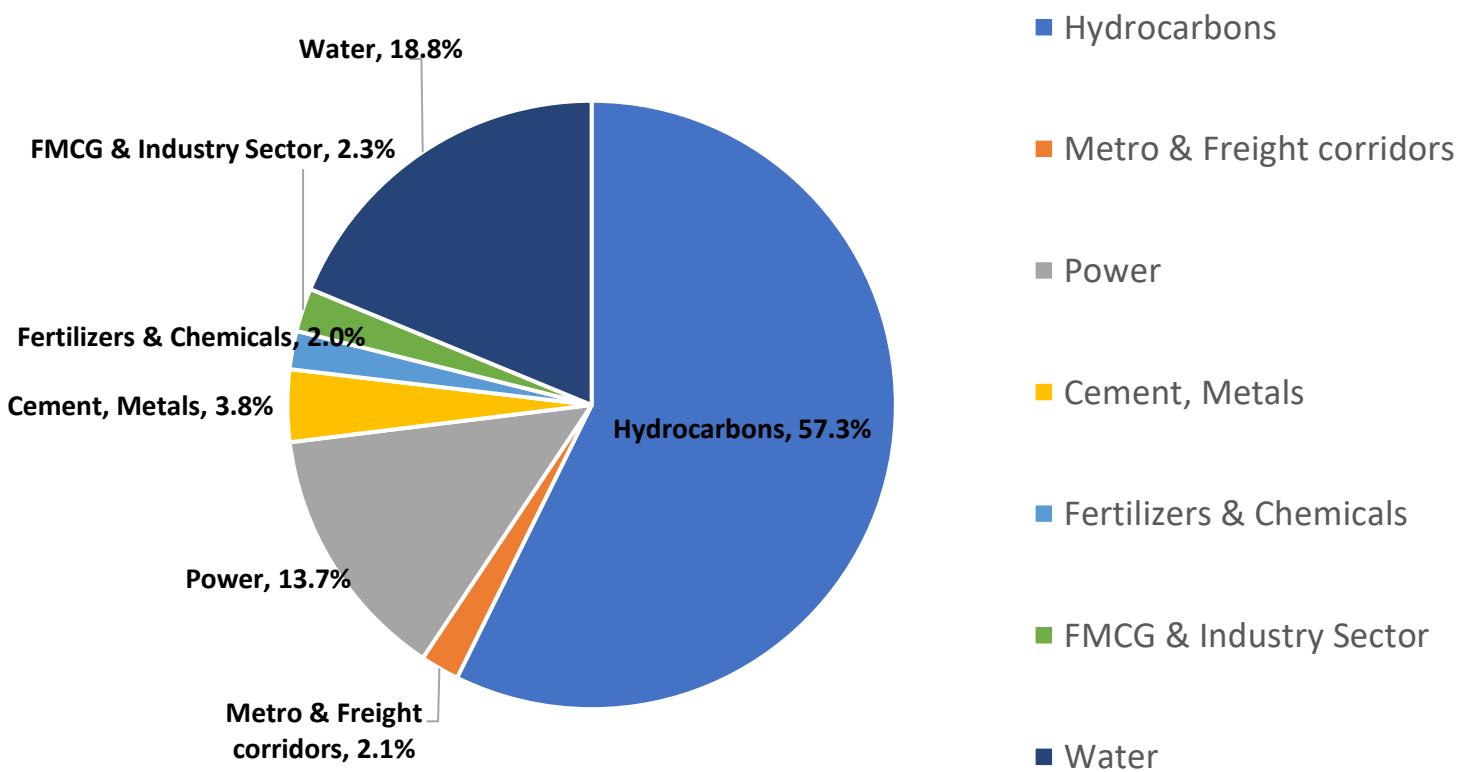


## Order Book Details

### Order Book Break- Up

Total Order book of **~Rs. 174.9 Crores**  
as on 31<sup>st</sup> July 2022

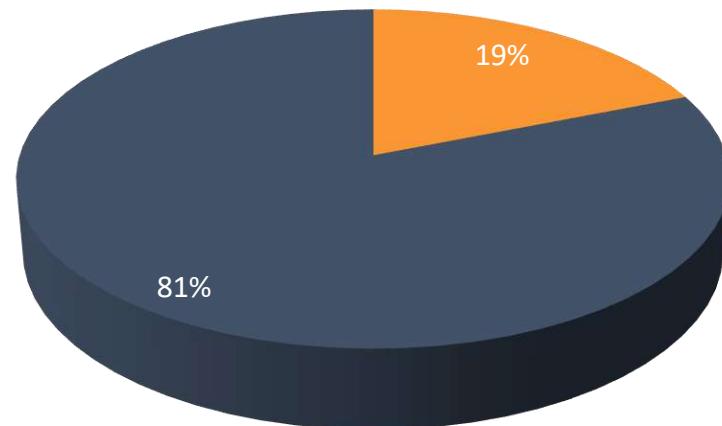
Order book to be executed over the  
next 3-5 months



# Q1FY23 Profit & Loss Statement

Particulars (Rs. Crs.)	Q1FY23	Q1FY22	YoY	Q4FY22	QoQ	FY22	FY21	YoY
<b>Revenue</b>	<b>123.2</b>	<b>88.4</b>	<b>39%</b>	<b>133.0</b>	<b>-7%</b>	<b>438.0</b>	<b>323.4</b>	<b>35%</b>
Cost of Goods Sold	99.7	66.7		107.2		343.2	241.6	
Employee Expenses	5.7	5.0		5.9		22.3	20.0	
Other Expenses	8.6	7.2		11.0		34.3	27.0	
<b>EBITDA</b>	<b>9.1</b>	<b>9.5</b>	<b>-4%</b>	<b>9.0</b>	<b>2%</b>	<b>38.2</b>	<b>34.7</b>	<b>10%</b>
<b>EBITDA Margin</b>	<b>7.4%</b>	<b>10.7%</b>		<b>6.7%</b>		<b>8.7%</b>	<b>10.7%</b>	
Other Income	0.4	0.3		0.4		1.2	1.4	
Depreciation	1.9	1.8		1.7		7.3	7.1	
<b>EBIT</b>	<b>7.6</b>	<b>7.9</b>	<b>-4%</b>	<b>7.6</b>	<b>0%</b>	<b>32.1</b>	<b>29.0</b>	<b>11%</b>
<b>EBIT Margin</b>	<b>6.2%</b>	<b>9.0%</b>		<b>5.7%</b>		<b>7.3%</b>	<b>9.0%</b>	
Finance costs	5.2	5.9		5.3		23.5	22.8	
<b>PBT</b>	<b>2.4</b>	<b>2.0</b>	<b>21%</b>	<b>2.3</b>	<b>3%</b>	<b>8.6</b>	<b>6.2</b>	<b>39%</b>
Tax	0.7	0.5		0.5		2.2	1.8	
<b>PAT</b>	<b>1.7</b>	<b>1.5</b>	<b>20%</b>	<b>1.9</b>	<b>-6%</b>	<b>6.4</b>	<b>4.4</b>	<b>46%</b>
<b>PAT Margin</b>	<b>1.4%</b>	<b>1.6%</b>		<b>1.4%</b>		<b>1.5%</b>	<b>1.3%</b>	

# Debt Profile

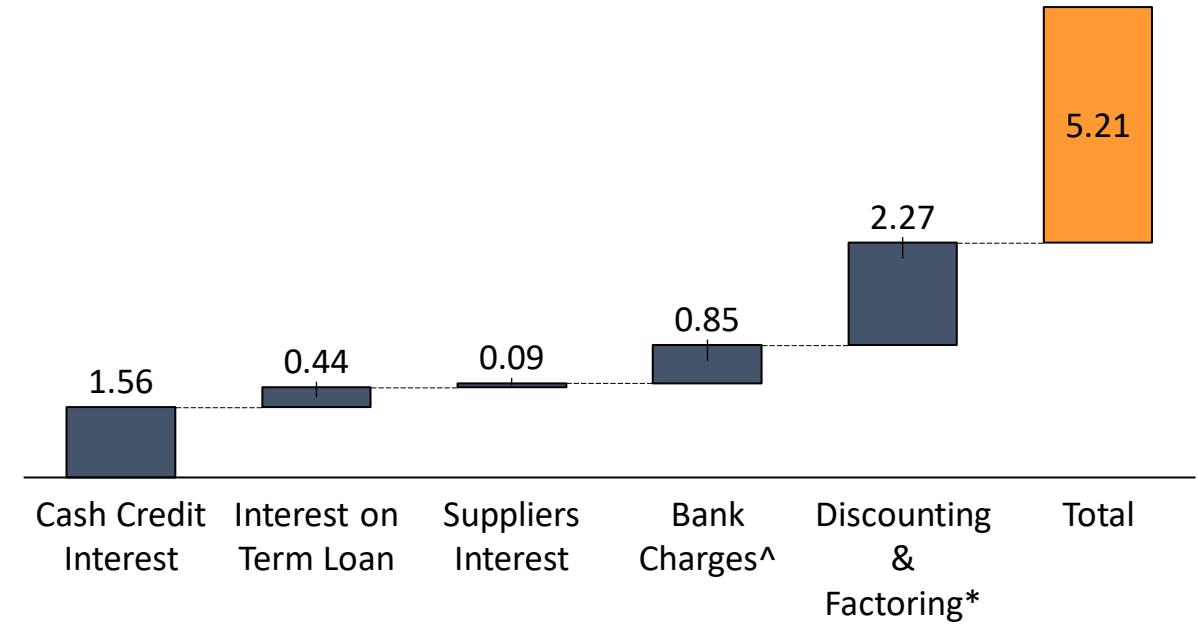


■ Term Loans ■ Working Capital Loans

Net Debt to Equity at 0.40x

## Q1FY23 Finance Cost Break up

Rs. Crs.



**^ Bank Charges** are inclusive of:

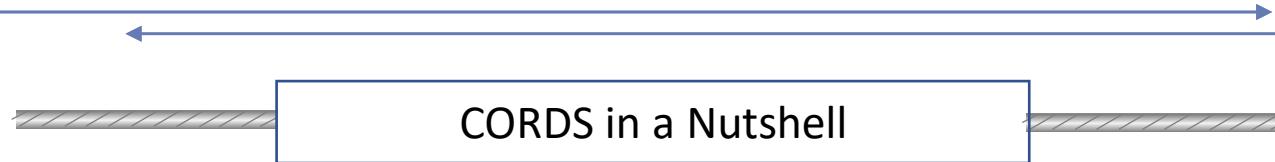
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

**\* Discounting & Factoring** includes LC backed & non-LC backed bills including both sales & Purchase side & Early payment discounts and charges

# About the Company



# A Specialized Control and Instrumentation Cable Company



## CORDS in a Nutshell

74% of our cables constitute Instrumentation & Control Cables and 26% is Power Cables

95% of our orders are based on customer specifications

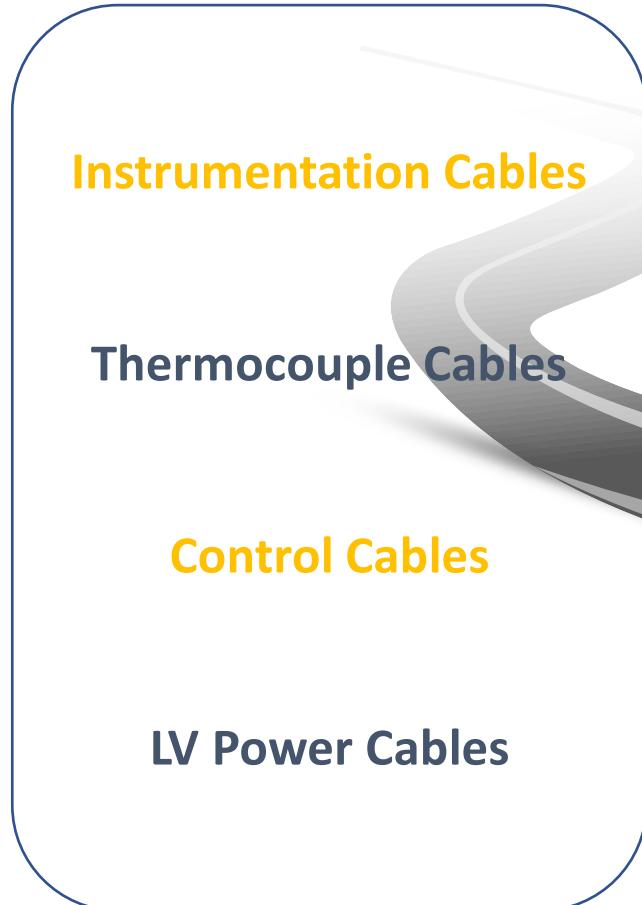
We have approvals from large public sector as well as private customers

Current Capacity stands at ~65,000 Kms. p.a.

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

... offering Wide Range of Products to Multiple Industries



Fieldbus Cables

EPR Cables

Special Cables for Oil & Gas

Special Cables for Water Desalination

Silicon Rubber Cables

Fire Survival Cables

## Speciality Cables

Low Smoke Halogen Free Cables

Solar PV Cables

Railway Jelly Filled Quad Cables

Eurobalise Railway Safety Cables

Low Temperature Cables

## ... with a Diverse Portfolio of Products

### Thermocouple Cables

#### Application

- ✓ Used to extend thermocouple circuits from the sensor to reference unit

### Control & Electrical Wiring Cables

#### Application

- ✓ Control Cables: Used in interconnection of process control, communication and panel control systems
- ✓ Electrical Wiring Cables: Used for electric power, lighting & internal wiring

### Instrumentation, Signal and Data Cables

#### Application

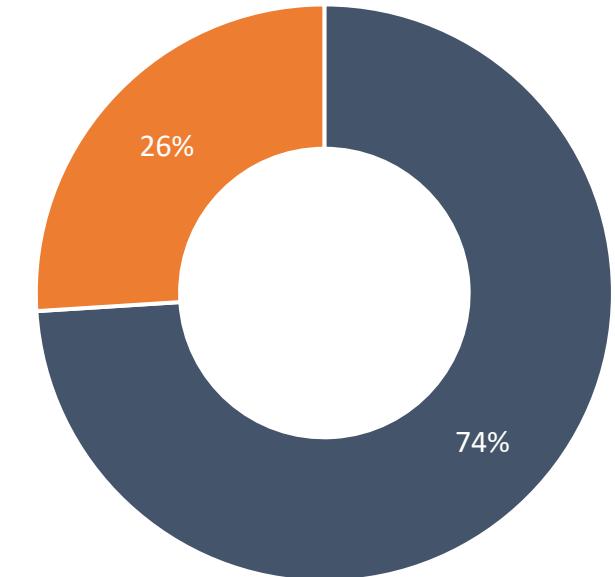
- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference

### LV Power Cables

#### Application

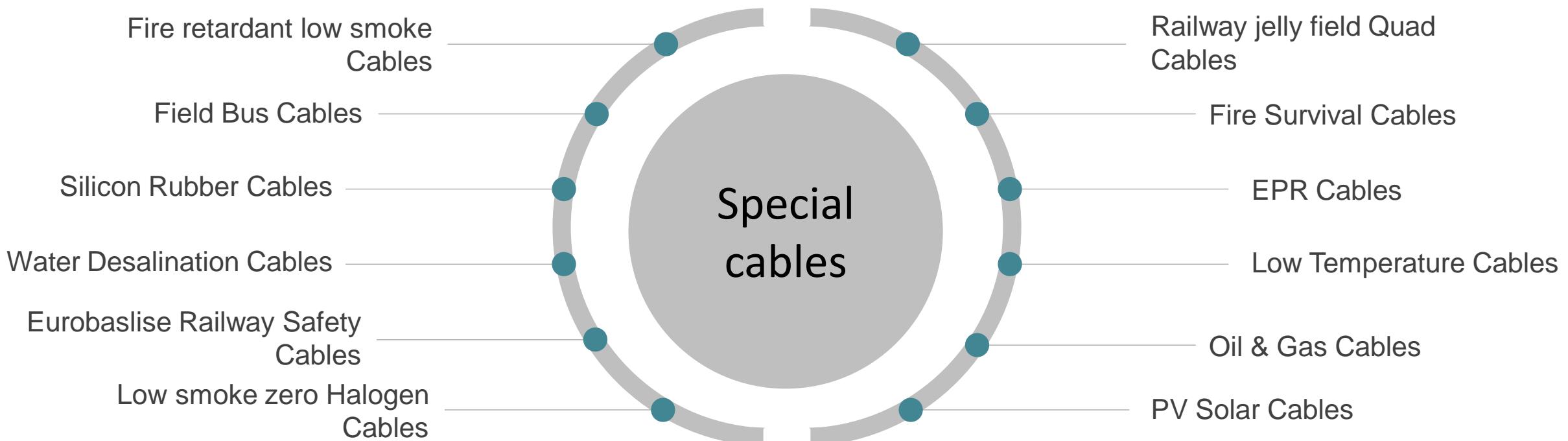
- ✓ Used in connection of power supply to residential, commercial & industrial units

### Sales Composition



■ Instrumentation & Control Cables   ■ Power Cables

... bringing Constant Innovation



## ... with Focus on Quality

### Consistent Quality check at every stage

Quality Test Labs | Customer Interface |  
 Product Design | Choice of Vendors |  
 Manufacturing Process | Human Resource  
 Development | Customer service



### In-house R&D and Innovations team

R&D team of 5 people  
 Aim at Innovation & Development of new  
 varieties of cables at regular time intervals

### Garnered a name for

- ✓ Customer service
- ✓ Timely deliveries
- ✓ Efficient order execution

### 95% all Products as per Customer Specifications ensuring

- ✓ High Customer Recall
- ✓ First Choice for Customers
- ✓ Repeat Orders

## ... Experienced Management Team



**Naveen Sawhney**  
**Chairman & MD**

A Mechanical Engineer and a PG Diploma in Marketing Management. Has an experience of over 45 years in the Cables Industry. His Vast experience, long-term vision, entrepreneurial abilities & strategic planning have led the Company towards growth and diversification.



**Gaurav Sawhney**  
**VP (Banking & Finance)**

Bachelors of Science in Business Economics from Syracuse University, New York; Executive Post Graduate Diploma in Management (Finance) & Bachelors Of Commerce (Honors). Has been instrumental in handling the Banking & Finance department of the company.



**Sandeep Kumar**  
**CFO**

Holds Chartered Accountant degree from ICAI. Has 25 years experience in Corporate Finance, Strategic Finance & Fund Raising.



**Varun Sawhney**  
**VP (Marketing, IT & HR)**

MBA from Leeds Metropolitan University, UK & BE (Computers). Played a vital role in implementation of Designing, Costing & ERP systems of the company



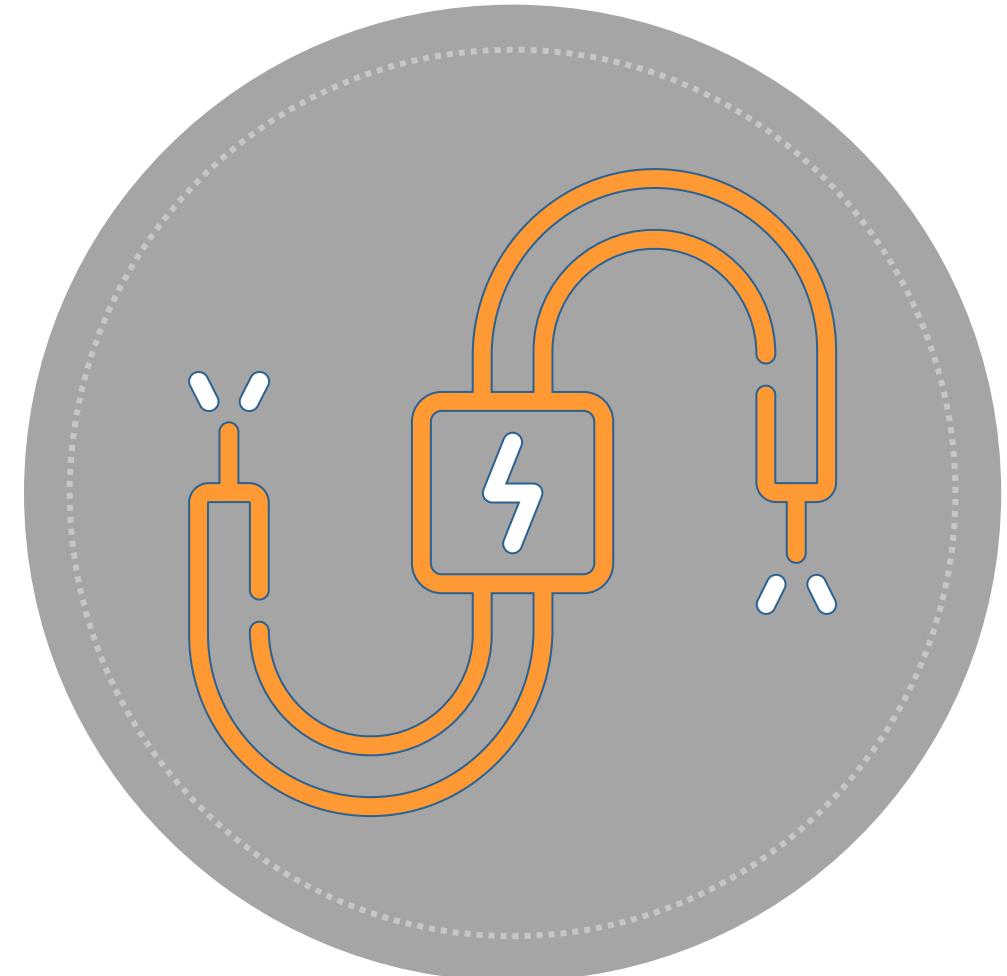
**Sanjeev Kumar**  
**Whole Time Director**

Holds Cost and Management Accountant degree from ICWAI. Has 15 years of experience including 5 years in Cables Industry.

## ... with Strong Core Values



- • Honour Commitments
- • Consistently maintain High Quality
- • Strive for long-term relations and partnerships with customers, vendors and business associates
- • Focus on product-development based on ever-changing needs of our customers
- • Ensure Dignity of Labour
- • Advancement in Technology
- • Enhancement and Development of our Human Resource



# ... Long Term Customer Relationship

Domestic

Over 20 years of Relationship



**BOMBARDIER**  
TRANSPORTATION

**SIEMENS**

**Honeywell**



**asianpaints**



**Shree Cement**



**TATA STEEL**



**ALSTOM**  
Transport

A Navratna Company

**ACC**   **ABB**



**Ansaldo STS**  
A Hitachi Group Company

International



Touching lives everywhere, every day



الشركة السعودية للكهرباء  
Saudi Electricity Company



المتميز للتجهيزات الصناعية والفنية ش.م.م  
EXCEL TECHNICAL & INDUSTRIAL SUPPLIES LLC  
More Products. Thousands of Solutions. One Source.



شركة تنمية نفط عمان ش.م.م  
Petroleum Development Oman LLC



**ARABIAN BEMCO CONTRACTING CO. LTD.**  
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS

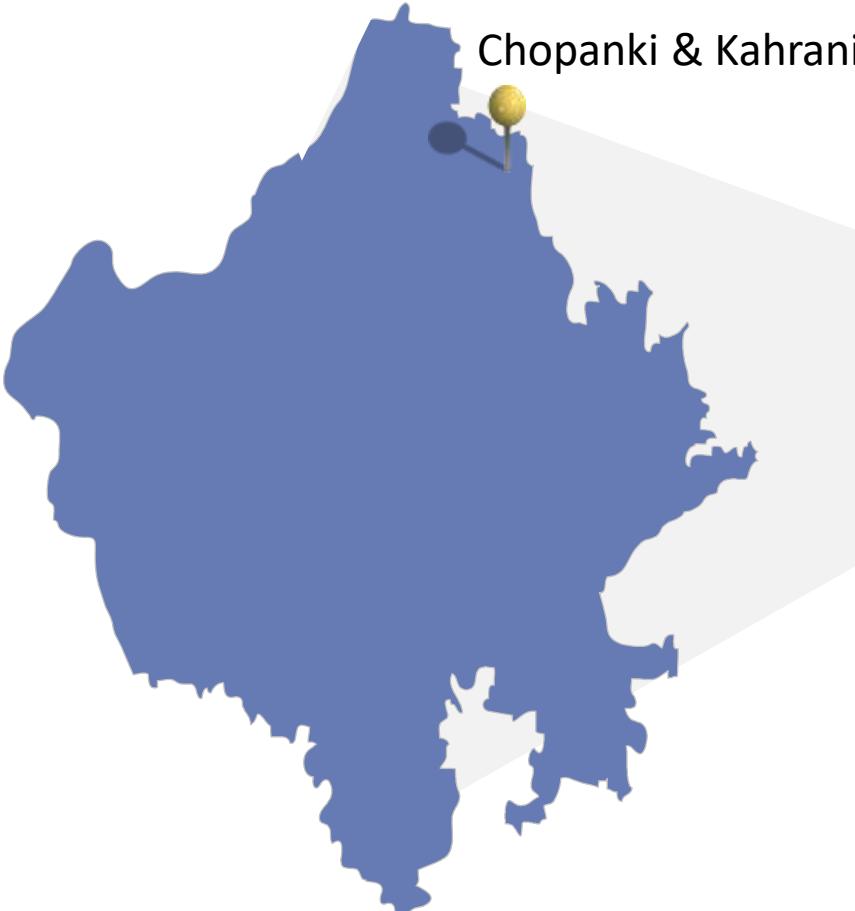


YEMEN PETROLEUM COMPANY



Qatar Solar Technologies  
قطار تكنولوجيا الطاقة الشمسية  
Member of Qatar Foundation

## ... State of the Art Manufacturing Facilities



### Chopanki Unit

- ❖ Capacity of ~30,000 Kms
- ❖ Manufactures LV Power, Instrumentation, Control & Speciality cables

### Kahrani Unit

- ❖ Capacity of ~35,000 Kms
- ❖ Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables

## ... Certifications & Client Approvals

- ❖ Manufacture cables conforming to International standards such as: **EN, BS, IEC, VDE**
- ❖ Hold BIS certification for all types of cables conforming to **IS:1554(1)/1988 and IS:694-90**
- ❖ Quality Management System is **ISO 9001:2008** Certified
- ❖ Environment Management System is **ISO 14001:2004** Certified
- ❖ Health and Safety System is **BS OHSAS 18001:2007** Certified from **TUV Rheinland**

### Type Tested by



### Major Approvals

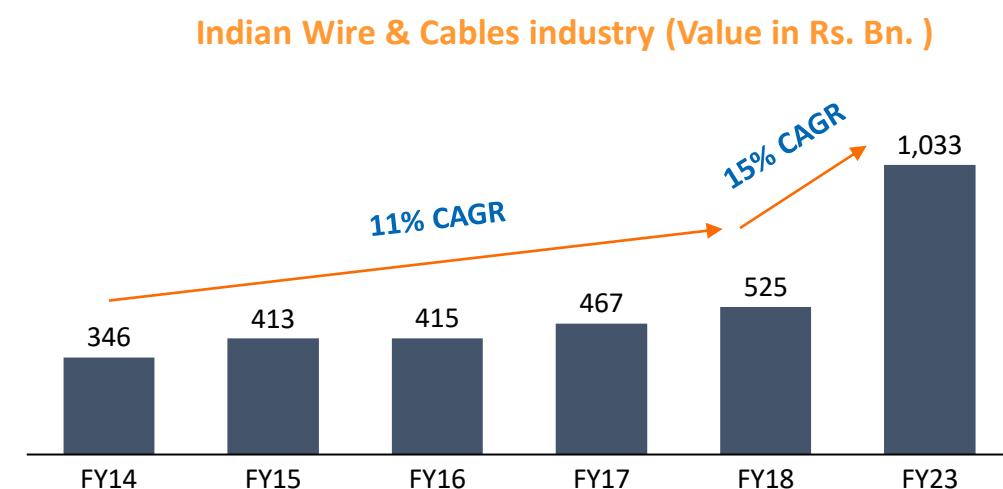
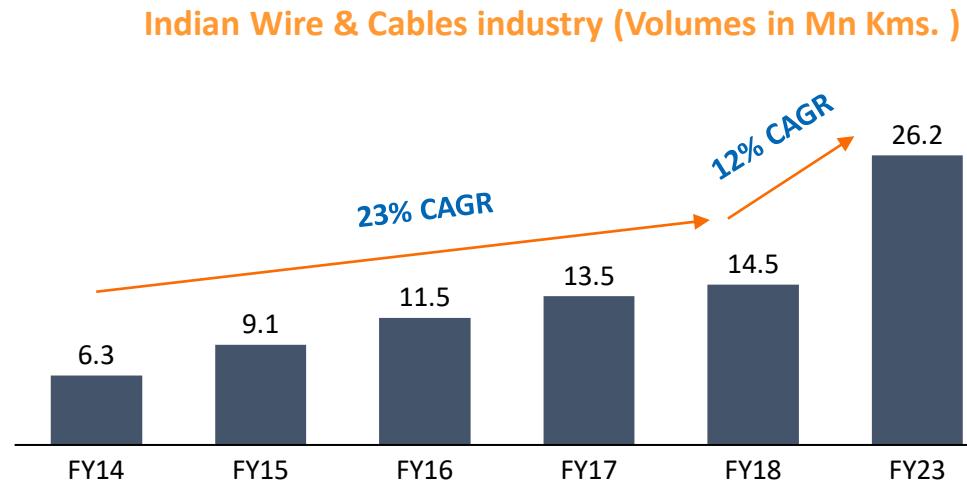


# Key beneficiary of Modernisation and Upgradation of India



*Backbone to Key Industries driving India's Future...*

## ... Dominance to grow beyond the Industry



### Sectors Driving Increase in Demand

- ❖ Hydrocarbon Sector
- ❖ Airport Modernization
- ❖ Freight Corridor Projects
- ❖ Metro Rail Projects
- ❖ Smart Cities
- ❖ Boost to Infrastructure
- ❖ Investments in Power Sector

## Supported by Technologically Advanced Facilities

Chopanki Unit



Kahrani Unit



# With the Capabilities to Double the Production



## Key initiatives leading to strong Industrial growth

- ✓ *Indian Wire & Cables industry expected to grow by 15% CAGR*
- ✓ *High thrust of the Current Government on Infrastructure projects increasing scope for Speciality Data Cables*

## With Cords leadership in Cable Space

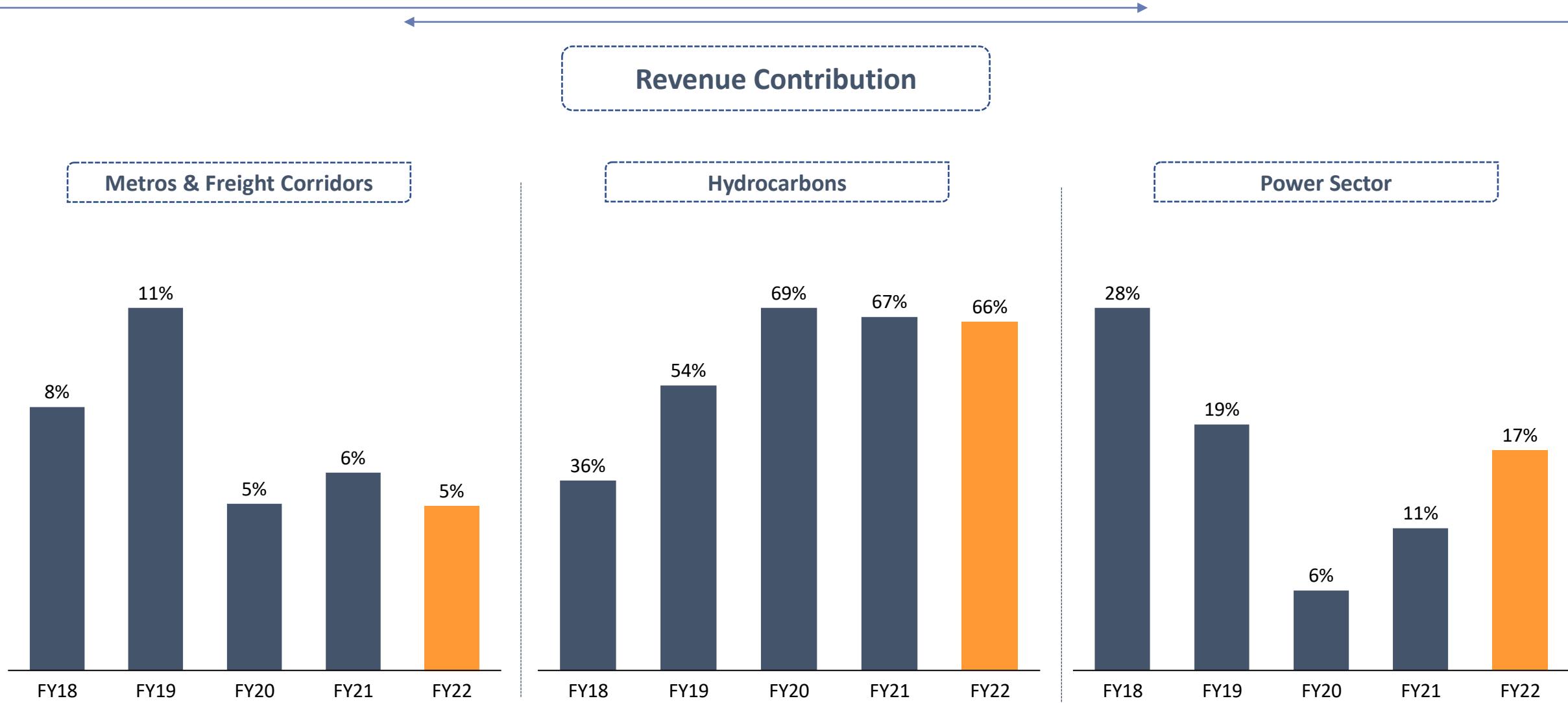
- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

## Low Investment for growth

- ✓ Current Capacity is ~65,000 Kms p.a.
- ✓ Capacity Utilization of ~75% during Q1FY23

***Creating strong business fundamentals***

# Segmental Revenue Highlights



## Approvals from esteemed clients (1/2)



### Approved vendor for RDSO (Research Design & Standards Organization) under Government of India – Ministry of Railways

- This approval enables the company to offer "**Underground Railway Jelly Filled Quad Cable for Signalling & Telecom Installations**" to the Indian Railways and various projects where this approval is mandated including the Dedicated Freight Corridors, and various Metro-Rail projects
- This approval will allow Company to explore the upcoming vast opportunities provided by various developmental & upgradation projects of Railways and new Metro projects throughout the country

### Approved as a pre-qualified supplier with Airports Authority of India (AAI)

- This prestigious approval shall now enable Cords Cable Industries Ltd. to offer its approved list of cables towards creating, upgrading, maintaining and managing aviation infrastructure in the country for the projects where AAI is entrusted with Airport Modernisation and Development
- **Following products are enlisted in approved list of make of AAI:**
  - Instrumentation cables
  - Co-axial cables
  - Fiber optic cables
  - Cat-6 cables
  - Control cables
  - Power cables (upto & including 1.1 KV)

## Approvals from esteemed clients (2/2)

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### Approval from Abu Dhabi National Oil Company

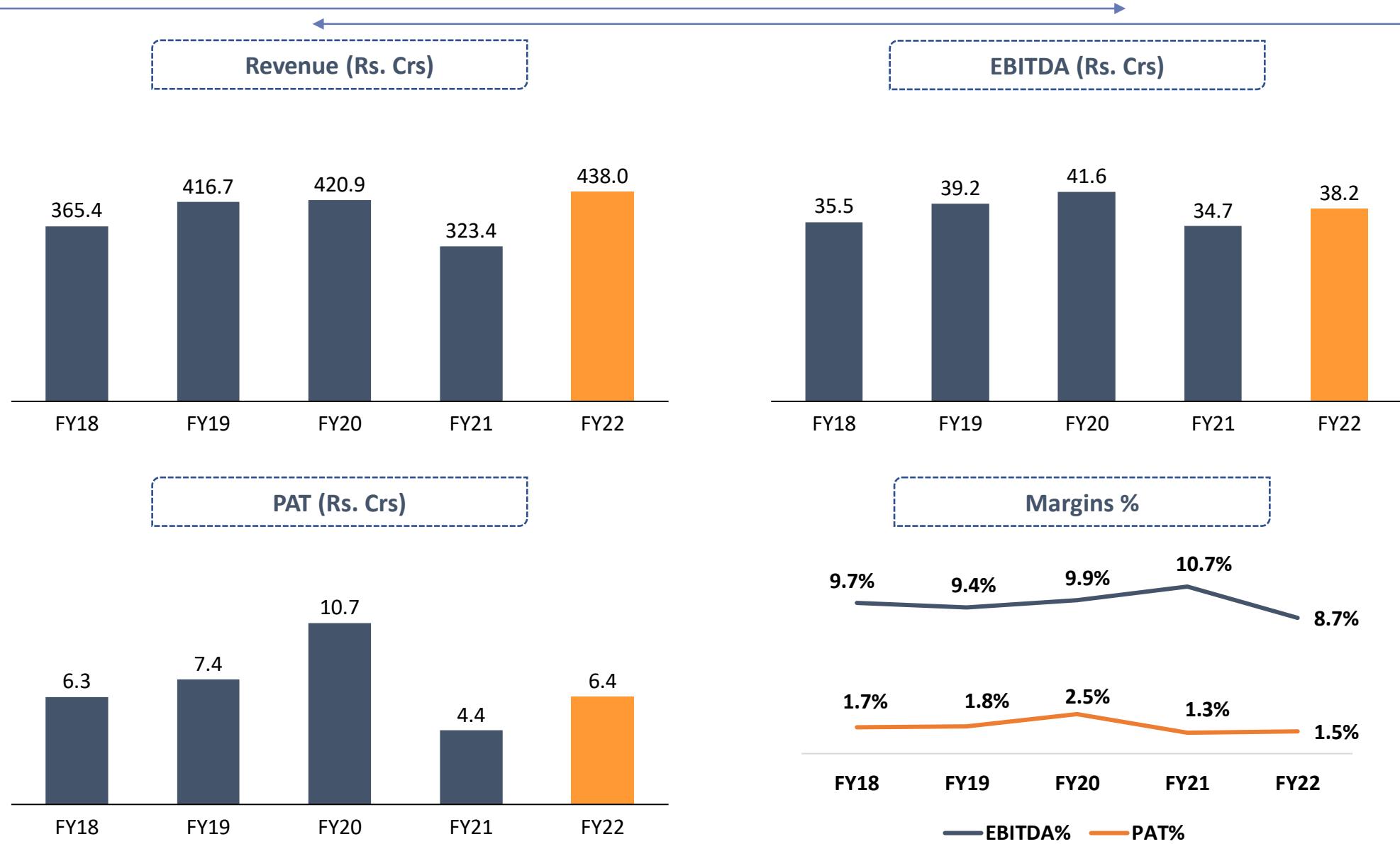
#### [ADNOC]

- Registered & Prequalified with **ADNOC** and **Arabian Gulf based oil major**
- Approval expected to boost company's Export revenues
- **Approval will allow supplies of following types of Cables:**
  - Instrumentation & Control
  - Fiber Optics
  - LV Power distribution
- Company can now bid in the above product categories for all ongoing and upcoming projects of ADNOC

### Approval from Samsung Engineering Co. Ltd.

- Registered as a Prequalified supplier for their **International orders**
- This **Global level Approval is for 5 years** from August 1<sup>st</sup>, 2018
- This will **enable the company to bid** for supplying qualified products to Samsung Engineering Co. **range of engineering services' portfolio**
- **Approval will allow supplies of following types of Cables:**
  - Instrument
  - Control
  - Thermocouple
  - Foundation Fieldbus (FF)
  - Fire Survival

## Consistent Performance over the years





**Cords Cable Industries Limited**  
CIN: L74999DL1991PLC046092

Mrs. Garima Pant, Company Secretary  
[csco@cordscable.com](mailto:csco@cordscable.com)

Mr. Sandeep Kumar, CFO  
[sandeep@cordscable.com](mailto:sandeep@cordscable.com)

[www.cordscable.com](http://www.cordscable.com)

## **SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Limited**  
CIN: U74140MH2010PTC204285

Mr. Abhishek Shah  
[abhishek.shah@sgapl.net](mailto:abhishek.shah@sgapl.net)  
+91 99306 51660

Mr. Vatsal Shah  
[vatsal.shah@sgapl.net](mailto:vatsal.shah@sgapl.net)  
+91 88796 59884

[www.sgapl.net](http://www.sgapl.net)